

What is claimed is:

1. An insulative jacket for a beverage container, comprising a main body formed of a flexible insulative material in a configuration forming an annulus with a continuous upper edge and a continuous lower edge openable into a generally annular form defining an interior area of a shape and dimension for receiving the beverage container through the upper edge and collapsible along diametrically opposed fold lines into a flattened rectangular form when not in use, and a generally circular end wall connected to the lower edge of the annulus at diametrically opposed locations with a fold line bisecting the wall between the opposed locations and biased inwardly of the annulus to urge the wall to fold within the annulus when collapsed into the flattened rectangular form.

2. An insulative jacket for a beverage container according to claim 1, wherein the circular wall is formed of a flexible insulative material.

3. An insulative jacket for a beverage container according to claim 1, wherein the main body is formed of a foamed synthetic material.

4. An insulative jacket for a beverage container according to claim 1, wherein the main body and the wall are formed of a foamed synthetic material.

5. An insulative jacket for a beverage container according to claim 1, wherein the main body and the wall are formed integrally with one another.

6. An insulative jacket for a beverage container according to claim 4, wherein the main body and the wall are formed integrally with one another.

7. An insulative jacket for a beverage container according to claim 6, wherein the main body and the wall further comprise fabric layers affixed to opposite surfaces thereof.

8. An insulative jacket for a beverage container according to claim 1, wherein the fold line is formed by a seam sewn in the wall to face inwardly of the annulus of the main body.

9. A blank for forming a collapsible insulative jacket for a beverage container, comprising a generally planar web of flexible insulative material including a main elongated rectangular body portion defined by opposed end edges and opposed lengthwise edges of a length sufficient to encircle the beverage container when the end edges are abutted with one another and two semicircular wall portions extending from one lengthwise edge at a spacing therealong selected to be abutted with one another when the end edges of the main body are abutted.

10. A blank for forming a collapsible insulative jacket for a beverage container according to claim 9, wherein the planar web is a unitary piece of the flexible insulative material.

11. A blank for forming a collapsible insulative jacket for a beverage container according to claim 9, wherein the flexible insulative material comprises a foamed synthetic material.

12. A blank for forming a collapsible insulative jacket for a beverage container according to claim 9, wherein the planar web includes fabric layers affixed to opposite surfaces thereof.

13. A method of fabricating an insulative jacket for a beverage container, comprising the steps of:

(a) providing a blank formed as a generally planar web of flexible insulative material including a main elongated rectangular body portion defined by opposed end edges and opposed lengthwise edges of a length sufficient to encircle the beverage container when the end edges are abutted with one another and two semicircular wall portions extending from one lengthwise edge at a spacing therealong selected to be abutted with one another when the end edges of the main body are abutted,

(b) joining the end edges of the main body in abutment with one another to form an annulus with one lengthwise edge forming a continuous upper edge and the other lengthwise edge forming a continuous lower edge openable into a generally annular form defining an interior area of a shape and dimension for receiving the beverage container through the upper edge and collapsible along diametrically opposed fold lines into a flattened rectangular form when not in use, and

(c) joining the two semicircular wall portions to form a generally circular end wall connected to the lower edge of the annulus at diametrically opposed locations with the joining forming a fold line bisecting the wall between the opposed locations and biased inwardly of the annulus to urge the wall to fold within the annulus when collapsed into the flattened rectangular form.

14. A method of fabricating an insulative jacket for a beverage container according to claim 13, wherein the joining of the end edges of the main body comprises sewing the end edges of the main body together.

15. A method of fabricating an insulative jacket for a beverage container according to claim 14, wherein the sewing of the end edges of the main body comprises forming a seam facing inwardly of the annulus of the main body to urge the main body to collapse into the flattened rectangular form.

16. A method of fabricating an insulative jacket for a beverage container according to claim 13, wherein the joining of the two semicircular wall portions comprises sewing the two wall portions together.

17. A method of fabricating an insulative jacket for a beverage container according to claim 16, wherein the sewing of the two semicircular wall portions comprises forming a seam facing inwardly of the annulus of the main body to urge the circular end wall to fold within the annulus when collapsed into the flattened rectangular form.